

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 1 Team: LaTanyaWhiteBiz		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE	SCORE	Questions/Feedback for Applicants	
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	7		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	7		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	7		
Sub-Total	30	21		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	1		
A prototype is available and has been tested.	5	1		
A company has been established.	5	3		
A patent application has been filed or granted.	5	1		
The commercialization strategy is logical and feasible.	5	3		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	12		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	10		
Local publicity will help the company significantly.	5	5		

The company will foster economic development (job creation) in Leon County	5	5	
Sub-Total	20	20	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	10	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	1	
Sub-Total	20	16	
TOTAL POINTS (Max = 100)	100	69	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 2 Team: LaTanyaWhiteBiz		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE	SCORE	Questions/Feedback for Applicants	
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	1		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	1		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	1		
Sub-Total	30	3		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	1		
A prototype is available and has been tested.	5	1		
A company has been established.	5	1		
A patent application has been filed or granted.	5	0		
The commercialization strategy is logical and feasible.	5	0		
The management team has the expertise to execute the commercialization plan.	5	0		
Sub-Total	30	3		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	0		
Local publicity will help the company significantly.	5	0		

The company will foster economic development (job creation) in Leon County	5	0	
Sub-Total	20	0	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	0	
The whole project "feels" good.	5	0	
I want to invest in this business.	5	0	
Sub-Total	20	0	
TOTAL POINTS (Max = 100)	100	6	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 3 Team: LaTanyaWhiteBiz		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE	SCORE	Questions/Feedback for Applicants	
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	6	The difference between this plan and others in the marketplace is the rapid assessment. The assessment provides participants feedback on what they can improve on and what they did right. How can the curriculum offer such an individualized approach?	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	7	If the curriculum is successful and increases the amount of women minority business owners, there could be a significant number of people affected.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	4	This isn't a technology product but a service. It has a potentially high reward.	
Sub-Total	30	17		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5	Would have liked more detail on the products themselves. Maybe an excerpt from workbook or curriculum.	
A prototype is available and has been tested.	5	5		
A company has been established.	5	5		
A patent application has been filed or granted.	5	0		
The commercialization strategy is logical and feasible.	5	2	What is the process for a university to incorporate your plan into their curriculum? What is the timeline?	

The management team has the expertise to execute the commercialization plan.	5	2	It appears that management team has teaching experience but it is unclear to me how this will translate into execution of the commercialization plan
Sub-Total	30	19	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	5	Would have liked more detail here.
Local publicity will help the company significantly.	5	3	
The company will foster economic development (job creation) in Leon County	5	5	If the plan is successful, the new businesses will create many new jobs.
Sub-Total	20	13	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	6	This is a very important corporate mission but I don't believe that it helps commercialize technology. I do believe its success will reflect positively on the Authority.
The whole project "feels" good.	5	5	Getting more women involved in running their own businesses is such an important goal. Women need to be encouraged and empowered.
I want to invest in this business.	5	2	
Sub-Total	20	13	
TOTAL POINTS (Max = 100)	100	62	
Additional Comments			Question about Operating Budget Projection: In Years 1-3, the COGS for Pivot Workbook sales stays constant \$4,950 while the sales associated with that COGS skyrockets between year 1 and 2. Shouldn't the cost of good stay consistent and in line with the sales projected?

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 4 Team: LaTanyaWhiteBiz		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE	SCORE	Questions/Feedback for Applicants	
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	6	There does appear to be relevant competition at the national level as described by the applicant. The assessment provided to participants is described as the primary differentiator from these other services.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	5	Projections show that by year 3 workbook sales will be ~2,300 units if sold at the low end price (less if at the high end price listed). Pivot University enrollment is projected to service ~125 individuals by the end of year 3.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	2		
Sub-Total	30	13		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5		
A prototype is available and has been tested.	5	5		
A company has been established.	5	5		
A patent application has been filed or granted.	5	3	Patent will potentially be sought, but in the meantime IP is being protected via copyright	
The commercialization strategy is logical and feasible.	5	5		
The management team has the expertise to execute the commercialization plan.	5	4		
Sub-Total	30	27		

Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	10	
Local publicity will help the company significantly.	5	4	
The company will foster economic development (job creation) in Leon County	5	1	There is no mention of future job creation. The projected net income at year 3 is only ~165K, making it seem unlikely a large headcount can be expected.
Sub-Total	20	15	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	10	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	2	
Sub-Total	20	17	
TOTAL POINTS (Max = 100)	100	72	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 5 Team: LaTanyaWhiteBiz		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE	SCORE	Questions/Feedback for Applicants	
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	2		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	2		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	2		
Sub-Total	30	6		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	2		
A prototype is available and has been tested.	5	2		
A company has been established.	5	0		
A patent application has been filed or granted.	5	0		
The commercialization strategy is logical and feasible.	5	1		
The management team has the expertise to execute the commercialization plan.	5	1		
Sub-Total	30	6		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	3		
Local publicity will help the company significantly.	5	2		

The company will foster economic development (job creation) in Leon County	5	2	
Sub-Total	20	7	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	5	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	0	
Sub-Total	20	8	
TOTAL POINTS (Max = 100)	100	27	
Additional Comments			